In The Claims:

1.   (currently amended) A method for selectively displaying multimedia presentations, said method comprising the steps of:

storing a plurality of multimedia presentations and a plurality of scheduling files at a display system ~~distribution device~~;

initiating an automatic request for retrieval, at the ~~a~~ display system, of at least one of said plurality of multimedia presentations and at least one of said plurality of scheduling files, wherein said at least one scheduling file includes time data ~~multimedia presentation contains multimedia content and provides scheduling information which a predetermined schedule by which the at least one multimedia presentation is to be displayed at said display system~~;

automatically determining a schedule from said at least one scheduling file; and

displaying said presentations at said display system according to position data and said ~~at least one~~ schedule, said displaying responsive to said determining step.

2.   (currently amended) The method as recited in claim 1, wherein said storing step includes storing said plurality of scheduling files at a ~~said~~ distribution computing device, wherein said distribution computing device is remote from said display system, and wherein the method further comprises the step of periodically downloading a plurality of updated scheduling files from said remote distribution computing device to said display system.

3.   (currently amended) The method as recited in claim 1, further comprising the step of periodically downloading an updated said at least one multimedia presentation from said distribution computing device and storing said updated multimedia presentations at said display system, and where said displaying step includes displaying said updated multimedia presentation.

4.   (currently amended) The method as recited in claim 1, further comprising the steps of

connecting to said distribution computing device from said display system,

scanning for an updated scheduling file corresponding to said display system, and

in response to said scanning step, downloading said updated scheduling file corresponding to said display system,

wherein said determining step includes determining said schedule from said updated scheduling file.

5.   (currently amended) The method as recited in claim 1, further comprising the steps of connecting to said distribution computing device remotely from said display system,

scanning for an updated plurality of multimedia presentations corresponding to said display system, and

in response to said scanning step, downloading said updated plurality of multimedia presentations corresponding to said display system,

wherein said displaying step includes displaying at least one of said updated plurality of multimedia presentations.

6.   (currently amended) The method as recited in claim 2, further comprising the step of uploading status information regarding said display system to said remote distribution computing device.

7.   (canceled)

8.   (canceled)

9.   (currently amended) A method for distributing multimedia presentations and scheduling files via a network, said method comprising the steps of:

storing a plurality of unassigned multimedia presentations and a plurality of unassigned scheduling files on a distribution <u>computing</u> device <u>over an electronic network</u>;

in response to an automatic request initiated by a display administrator for a remote connection to said distribution <u>computing</u> device, reading an identification of said display administrator; and

in response to said reading step, providing said display administrator remote access to a set of said unassigned presentations and a set of said unassigned scheduling files corresponding to said identification;

in response to data received remotely from said display administrator, assigning a plurality of said unassigned presentations within said set of presentations and a plurality of said unassigned scheduling files within said set of scheduling files to display systems corresponding to said identification, <u>wherein said set of scheduling files includes time data and position data</u>; and

transferring said assigned presentations and assigned scheduling files to said corresponding display systems over a <u>the electronic</u> network.

10.   (canceled)

11.   (original) The method as recited in claim 9, wherein said connection communicates using HTTP.

12.   (original) The method as recited in claim 9, wherein said display administrator includes a web browser.

13.   (currently amended) A method for distributing multimedia presentations via a network, said method comprising the steps of:

storing a plurality of multimedia presentations and a plurality of scheduling files on a distribution computing device, <u>wherein said plurality of scheduling files include time data</u>;

in response to a remote request automatically initiated by a display system for a connection to said distribution computing device over a network, reading an identification of said display system;

in response to said reading step, automatically downloading one or more of said multimedia presentations and one or more of said scheduling files from said distribution computing device over said network to said display system; and

displaying said one or more downloaded multimedia presentations at said display system based on said one or more of said scheduling files and position data.

14. (currently amended) A system for distributing presentations over an electronic a network, said system comprising:

a display;

a display system having an identification associated with said display system, said display system being configured to play a presentation on said display; and

a distribution server in communication with said display system over a network and housing multiple presentations and multiple scheduling files, a set of said multiple presentations and a set of said multiple scheduling files both corresponding to said identification of said display system, wherein said display system is configured to periodically download in response to a remote, automatic request by said display system for an update to said sets, over said network said sets corresponding to said identification and wherein said multiple scheduling files include time data and position data.

15. (currently amended) The system as recited in claim 14, further comprising a display administrator in communication with said distribution server over said electronic network, said display administrator configured to modify said set corresponding to said identification.

16. (original) The system as recited in claim 15, wherein said display system is configured to download said set only when said display administrator has modified said set.

17.   (original) The system as recited in claim 14, wherein said distribution server houses a plurality of scheduling files, wherein a scheduling file of said plurality of scheduling files corresponds to said identification of said display system, and wherein said display system is configured to play said presentations based upon data in said scheduling file.

18.   (currently amended) A system for distributing presentations and scheduling files over a an electronic network, said system comprising:

a plurality of displays;

a plurality of display systems, each said display system having an identification, and each said display system being configured to play a presentation on a respective said display; and

a distribution server in communication with said plurality of display systems over a an electronic network and housing multiple presentations and scheduling files, wherein said scheduling files include time data and position data, and

wherein each said scheduling file corresponds to a respective said identification and identifies a set of one or more of said presentations and wherein each said display system is configured to automatically remotely request a download over said electronic network said scheduling file corresponding to said display system's identification, to download over said electronic network said set of presentations, and to play said set of presentations at said display responsively to said scheduling file.

19.   (original) The system as in claim 18, wherein each said set of presentations corresponds to said identification to which the said scheduling file defining said set corresponds, and wherein each said display system downloads its corresponding said set based on said identification.

20.   (original) The system as in claim 18, including a display administrator in communication with said distribution server, said display administrator being configured to modify said sets corresponding to one or more said display systems.

21.   (currently amended) The system as in claim 20, wherein said display administrator is in communication with said distribution server over said <u>electronic</u> network.

22.   (previously presented) The method as in claim 1, wherein the determining step further comprises the step of modifying said at least one scheduling file to modify what is displayed in the displaying step.

23.   (new) <u>A method for selectively displaying multimedia presentations, said method comprising the steps of:</u>

<u>storing a plurality of multimedia presentations and a plurality of scheduling files at a display system;</u>

<u>initiating an automatic request for retrieval, at the display system, of said plurality of multimedia presentations and of said plurality of scheduling files, wherein said at least one scheduling file includes time data;</u>

<u>automatically determining a schedule from said at least one scheduling file;</u>

<u>displaying said presentations at said display system according to said schedule and to position data, said displaying responsive to said determining step; and</u>

<u>automatically modifying said at least one scheduling file responsively to at least one external data related to said display system.</u>

24.   (new) <u>The method as recited in claim 23, wherein said at least one external data is selected from the group consisting of point of sale data, time data, positioning data, and weather data.</u>